



U.S. National Library of Medicine
National Network of Libraries of Medicine

NNLM *All of Us*

Community Engagement Network Engagement Guide



nnlm.gov/all-of-us

All of Us
RESEARCH PROGRAM

The
Future of
Health Begins
With You

Introduction

We invite you to use this guide as a resource for planning a health literacy program at your library.

Offering programming to support the health information needs of your community will help you become a place for patrons to access trusted health information, which can aid in patrons' decision-making about their health and that of their loved ones. It is an opportunity for public libraries to assist in improving community health outcomes through health outreach, programming and partnerships.

In this guide, we'll share tips and resources on making your case for health programming, how to connect with community partners, how to promote your program and much more. At the end of the guide you will find a checklist you can use to successfully implement a health literacy program in your library.

Health Needs/Assessment Resources

Having done your homework at the start will help you throughout your program planning process including deciding on what topics to address through programming and making a case to your library administration that health programming is needed. Your event participants and partners will likely have opinions already on your community's health needs, but it will help to have on hand data with which to sharpen their focus. Make sure your information comes from authoritative sources. Here are two tools for collecting local health data:

Community Health Needs Assessment: Charitable hospitals are required by federal law to take stock of their community's health needs and report them in a Community Health Needs Assessment. Other organizations such as public health agencies often produce CHNAs as well. Typically, these reports use data collection methods such as surveys or focus groups to identify health objectives appropriate for a community, strengths and weaknesses within the communities, and populations that are underserved or have specific health issues. They may set down health priorities for a community. The reports are chock full of information.

Obtaining your local CHNA can be as simple as an internet search. Try entering your community's or local hospital's name along with "community health needs assessment." If that doesn't work, look up your local or state health department and search for a CHNA or for other documents like a health disparities report. If you are in a metropolitan area, you might have a health foundation that maintains a list of resources and reports on a community's health status.

One caution: Watch out for information overload with some of these documents. It is best to give your audience a brief summary either in a presentation or handout. A few key facts or an outline of the identified priorities will suffice.

County Health Rankings Website: The County Health Rankings Website at www.countyhealthrankings.org provides an updated county-by-county summary of health outcomes and health factors. They include overall rankings along with statistics on length and quality of life, health behaviors like smoking or obesity, social and economic factors, and physical environment. Maps provided by the site make it easier for your audience to visualize data. You can compare your counties to others or to your state as a whole. The site has the authority of the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute behind it.

Making Your Case for Health Programming

Sometimes it may be necessary for library staff to “make the case” for health programs and services in their library. Even though public libraries have long been involved in the work of providing health information and conducting health/wellness programs, for some libraries this idea is new and can seem daunting. Here are some tips that you can use to get buy-in from administration, managers, community members, and fellow colleagues to show the importance of health information programs and services.

Gather information from the County Health Rankings website, local Community Health Needs Assessments, informal or formal surveys of library patrons, and stories from interactions with community members to show the need for health programs and services in your community and relevant topics that are of importance to your community.

Make a plan for action. Creating a plan for how you will implement a desired health program in your library will make the vision clearer. Make use of the workbook Making Health Literacy Real at www.cdc.gov/healthliteracy/pdf/planning_template.pdf, offered by the Centers for Disease Control and Prevention, which can help organizations formulate a plan of action for health literacy, identify stakeholders, create a timeline, goals, and more. By having a plan when you approach administration it will make your ideas and vision be more tangible to them.

Connect your plan for health literacy programs and services with the strategic plan of your library system. Seeing how this furthers what your library is already doing will display its importance and show easy connection with the library’s goals.

Contact your NNLM Regional Medical Library (RML) at www.nlm.gov. Coordinators at your RML are available to provide support for health programs. Coordinators can point to information that may fill some of the gaps for administration, like available funding and free health resources. Depending on availability, NNLM staff may also be able to provide virtual webinars or in-person information sessions for library staff on health resources, benefits of NNLM membership, funding information, and more.

Use the Libraries Transform Health Literacy Toolkit at www.ilovelibraries.org/librariestransform/health-literacy-toolkit-intro. The Health Literacy Toolkit provides advocacy information to help you make the case to your administration and community about the importance of health literacy and the role of libraries in providing health information. The toolkit provides key messages, program ideas and downloadable marketing materials, including bookmark templates and social media graphics, for libraries to use as they promote health literacy programs and services throughout the year.

Additional Advocacy Resources

Additional advocacy resources can be used and tailored to the topics of health literacy. Some examples of great resources include:

- Health Happens in Libraries
<https://www.webjunction.org/explore-topics/ehealth.html>
- Public Library Association Advocacy Page at www.ala.org/pla/leadership/advocacy
- Centers for Disease Control and Prevention - Health Literacy Page at www.cdc.gov/healthliteracy/planact/develop/index.html
- American Library Association - Office of Library Advocacy at www.ala.org/aboutala/offices/ola

Check with your state or regional library for additional advocacy resources and tips.

Identify Your Audience

One of the most important steps in building health literacy programs in your library is to conduct a preliminary inventory of your community. Gather demographic information using the U.S. Census Bureau American Community Survey at www.census.gov/acs/www/. You can also review your library's strategic plan and the community feedback obtained during that process.

After you have identified your audience, see if you can identify any enthusiastic supporters to engage with in the planning stages. If you can, keep them involved and active as the program evolves and matures. Consider ways to keep them involved in your library's community engagement activities on an ongoing basis.

Engagement Ideas

- Establish an advisory group
- Invite people to informal focus groups
- Conduct simple surveys
- Sponsor community forums on hot topics

Health Programming Ideas

As you are looking for ideas, consider doing some research into the health issues that are affecting your community the most. Some of the resources you will use in making a case to your stakeholders will be helpful here.

Plan an event for a National Health Observance. Consider picking a monthly National Health Observance, which are special days, weeks or months dedicated to raising awareness about important health topics. A list of all National Health Observances can be found at <https://healthfinder.gov/NHO/default.aspx>.

Look at what other libraries are doing. Programming Librarian.org at www.programminglibrarian.org is a product of the American Library Association Public Programs Office and provides the ideas, resources, and program outlines that can be used to shape and inspire health programs in your community. Libraries also have the opportunity to submit their own successful library programs to be featured on the website. The website describes itself as a place for library professionals to “share, learn and be inspired to present excellent programming for their communities”. You can also find ideas about fitness programs on the Let's Move in Libraries website at <http://letsmoveinlibraries.org/>. Let's Move in Libraries is an international initiative to get people of all ages and abilities moving. The website features program ideas, stories from partner libraries, and resources that may be helpful in program planning.

How to Connect with Community Partners

Working with another organization to co-host or co-sponsor your health literacy program offers several advantages. Collaboration provides a bigger pool of resources and potential attendees and can result in a more balanced or diverse perspective on your topic. Furthermore, working with other organizations presents a great opportunity to build and maintain strong networks.

Identify and reach out to agencies and organizations that share your mission. Host and promote partnership meetings. Strive for long-term relationships with these community partners.

If you are looking for expert speakers on specific topics, possibilities include local or community leaders, local college or university professors, patient advocacy groups, medical professionals, researchers, elected officials, or individuals who have been personally affected by the health topic you are addressing.

For help in finding local health information professionals contact your NNLM Regional Medical Library at www.nnlm.gov.

The Principles of Community Engagement

www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf, developed by the Clinical and Translational Science Awards Consortium Community Engagement Key Function Committee Task Force on the Principles of Community Engagement provides practical guidance to health professionals, health care providers researchers and community-based leaders for engaging partners on projects that may affect them.

The ALA Libraries Transforming Communities Initiative,

<http://www.ala.org/tools/librariestransform/libraries-transforming-communities/turning-outward>, is “designed to increase public awareness of the value, impact and services provided by public libraries.”

The Libraries Transforming Communities webinar **Partner Selection and Managing Relationships**, <http://programminglibrarian.org/learn/libraries-transforming-communities-partner-selection-and-managing-relationships-5-6>, is part of an ALA series on partnering with communities using the Harwood Institute’s “turning outward” approach.

The ALA Programming Librarian Webinar,

Go Out & Play: Community Engagement through ‘Turning Outward’,

<http://programminglibrarian.org/learn/go-out-play-community-engagement-through-turning-outward>, features three public libraries who discuss their experiences using the Harwood Institute’s “turning outward” approach.

The University of Kansas Center for Community Health and Development created the

Community Toolbox, <https://ctb.ku.edu/en>, is a free, online resource that promotes community health and development by connecting people, ideas, and resources. The section, **Working Together for Healthier Communities**, <https://ctb.ku.edu/en/table-of-contents/overview/model-for-community-change-and-improvement/framework-for-collaboration/main>, provides guidance on establishing clear goals and roles for effective, mutually beneficial collaborations.

The webinar **Community Development as a Partner for Health Equity**, <https://www.buildhealthyplaces.org/whats-new/naccho-webinar-community-development-partner-health-equity/>, from Building Healthy Places Network/NACCHO/NEHA discusses health equity and opportunities for cross-sector collaboration in community development. Libraries are not included but may consider opportunities.

Location

Choosing the right location for your event depends on your audiences and the particular environment you want to create. Consider the following questions:

- Where do people in your community already gather?
- How many people hope to attend?
- Is the space big enough for your guests to be comfortable but not so large that people have difficulty seeing the presentation or participating in a group discussion?
- Is the location easy to get to? Is parking available or is it easily accessible via public transportation?
- Is the venue compliant with the Americans with Disabilities Act and wheelchair-accessible?

Are you thinking of hosting your event outside the library? Consider the following potential locations:

- Work with a local club or organization to Incorporate the program into a regularly scheduled meeting;
- Partner with a local coffee shop, restaurant, movie theater, or other business;
- Hold the event in a classroom on a school or university campus;
- Use space available at your church, mosque, synagogue, or temple.

Recruiting Volunteers

Take a moment to envision what you want the event to look like. Consider whether you want to recruit volunteers to help make the event run smoothly. The number of volunteers you will need depends on the size and scope of your event.

Who to Recruit

- Consider recruiting volunteers within your library.
- Are there enthusiastic patrons or a Friends of the Library group you could tap to help out?
- If you are partnering with a community organization, can they help provide volunteers?

Assign Tasks

Think through the logistics of your program and identify areas where you may need help. This list will help you identify how many volunteers and what types of skill sets you may need. Identify tasks that may need special skills and ensure that you have a volunteer who is able to assist. Review the list and identify which tasks are essential and which can be cut if you cannot find enough volunteers.

Once you have identified and recruited the appropriate number of volunteers, assign each volunteer a task (or two) and clearly explain each task to the assigned volunteer ahead of time. Give them time to ask questions so that they will know what to do. If training is needed, plan that into your prep time.

Tasks for Volunteers

- Ask a volunteer to help with **publicity**. Volunteers can post flyers, send emails, place phone calls, and generally coordinate event publicity.
- See if a couple of volunteers can arrive early or stay late to help **set up and tear down**. There may be tables and chairs to set up, food to arrange, copies of handouts to make, name tags to prepare, and a multitude of other logistical details to address before and after your event.
- Station one or two volunteers at the door to **greet guests** and direct them to the appropriate area. Have one or two other people handle registration, ask people to sign in, and answer attendees' questions.
- You may need some **technology assistance**. Find someone who is skilled at operating electronic equipment and troubleshooting technical problems. Make sure you have located the appropriate audiovisual equipment and that it works properly before the event begins.
- Have someone **take pictures** at your event.

At the event, if you notice that they don't have enough to do, give them another job. If your volunteers become overwhelmed with too many tasks, try to quickly locate a guest willing to help out.

Most importantly, remember to thank your volunteers after the event.

How to Promote your Event

Before you start promoting your program, develop a plan. Create a calendar listing of all relevant deadlines, e.g., for publications (newsletters, newspapers, event listings, etc.), as well as lead times for printing and distribution of flyers, posters, invitations, and programs.

Does your library or your partner organization have a PR and Marketing Team? If so, ask them to assist with promotion.

Other things to consider when promoting your event:

Know your audience: Not every event is of interest to every audience. Before you develop your publicity plan, decide who you want to attend your event.

Know your event: Make sure you have planned an event that will be of interest to the general public. What is unique about your event? Is your event linked to a national news story? Different angles will give you different ways to catch the interest of potential attendees and members of the media who can help raise awareness of your event.

Put someone in charge: Although several volunteers may assist in accomplishing tasks, make one person responsible for the overall execution of your publicity plan.

Check for accuracy: You can be brief, but make sure the information is accurate and exact – time, address, directions, etc. In addition, most publicity should have a link, phone number, and/or email address for people who want to get additional information.

The 5 W's

Make sure you include the 5 W's in everything you produce, (flyers, posters, email invites, news alerts, event listings, etc.)

- Who will be there?
- What will they be addressing?
- When will it happen?
- Where will it take place?
- Why are you hosting the event?

Social Media Guidelines

Social media channels for your library, organization or even for yourself in your professional identity are wonderful ways to spread the word about your health literacy program.

Develop an Audience: Social media does need to be maintained regularly and appropriately in order to have impact. Make sure your social media profile is up to date before you launch your campaign.

Your feed on Facebook, Twitter or any number of social media should tend toward a conversation rather than a broadcast of events. This is especially true when it comes to community engagement, where the whole mission is about stimulating conversation and action. People remember more when there is an exchange. Take time to interact with your followers or friends. Answer questions promptly, accurately and with openness. Refrain from criticizing people, even when they criticize you or your organization.

Show interest in other people's posts. Experts recommend that you promote others more than yourself. People then will promote you in return. And getting your message passed along is the key to success in social media.

Choose Your Channels: Consider what social media channels your organization maintains. Work with your colleagues to schedule a series of posts.

Use a Hashtag: Choose a hashtag, preferably a short one, and keep it consistent throughout the campaign. Take a look on your social media platforms to see if there is a commonly used hashtag you can adopt.

Tailor your message: Remember that different social media have different purposes. What works on Facebook does not necessarily work for Twitter or Instagram. Consider the goals of your program and spend time brainstorming a few key messages to promote your event.

Tag Relevant Groups: Tag individuals and organizations that you know when your message is relevant to them. Photos and videos will help draw attention to your posts. For posts related to the *All of Us* Research Program, we recommend #JoinAllofUs in English or #ParticipaEnAllofus in Spanish. The main Twitter, Facebook and Instagram accounts for the program are @AllofUsResearch.

Promote Your Experts: If you are planning to have speakers at your event, promote them as well. Information about an individual can be more appealing than just giving the time and location of an event. And while we're mentioning time and date, be sure to include those things often in your posts. If space doesn't allow for it, include an easy link to that information.

Live Post: Keep the coverage up during your event. Live tweets or posts about a community-engagement event can engage online participants in the conversation. Consider having someone tweet from the live event and report on the online feedback to your face-to-face audience. If you are comfortable with the process, you may even want to live stream the event using a feature like Facebook Live.

Say Thank You: A thank-you post afterward always helps your relationship with the audience. You can use the opportunity to recap brief key points in the discussion. If you collect email addresses at the event, you can send a longer summary and continue the conversation. Just don't make it too long.

Other Promotional Ideas

Heighten awareness through emails: Send an email to your members, partner organizations or industry peers to encourage their participation.

Email information about the program to your fellow coworkers. Direct communications from fellow employees tend to be the most effective form of endorsement. To help personalize these emails, describe your involvement with the program, as well as any additional information you feel would be pertinent to the recipient.

Use your email signature: add a call-out regarding your upcoming event to your email signature

Use local media: Submit articles and promote events to the local media.

Promote in newsletters and other publications: Promote the event in your organization's newsletters or other publications. Consider using newsletters of partner organizations as another promotional vehicle.

Use your library's marketing resources: Work with your colleagues to promote your event on the library's website, put up flyers on your library's bulletin board, and promote using your library's social media platforms.

Tell Your Story: Promotion doesn't have to end when the program does. Think about how you can promote the success of your program and gain interest in further programming activities you plan to do. Use the success of your program as an example of library impact when speaking to community partners. You can feature attendees' personal stories and experiences during the program.

Take Pictures: Take pictures during the event to use in promoting the success of your program or to live post on social media. If you decide to take pictures during the event, inform your guests that photos may be posted on your library's website or social media platforms or possibly used in future promotional materials for the library. Ask them to sign a consent form. Consider providing a sticker to those who are not interested in being photographed so they are easily identifiable.

Program Evaluation Resources

Don't forget to think about how you will evaluate your program. Here are some useful resources.

PLA's Project Outcome, www.projectoutcome.org, is a free online toolkit designed to help public libraries understand and share the impact of their programs and services by providing simple, standardized surveys and an easy-to-use process for measuring and analyzing outcomes.

Using Project Outcome Data to Improve and Support Library Programming, <http://www.programminglibrarian.org/learn/using-project-outcome-data-improve-support-library-programming>, is a PLA/ALA webinar about the “benefits of using outcome data to improve and support library programming.”

The National Network of Libraries of Medicine **Evaluation Guides**, <https://nnlm.gov/neo/training/guides>, provide practical tools and models for program and project evaluation.

Building a Culture of Evaluation Infographic, <http://www.pointk.org/resources/files/30-ideas-for-a-culture-of-evaluation.pdf>, from the Innovation Network gives suggestions for how to incorporate evaluation into the practice and culture of the organization.

Developing a Culture of Evaluation, <http://www.communityliteracyofontario.ca/evaluation-culture/online-modules/>, are training modules from Community Literacy of Ontario provide practical methods for planning evaluations, collecting and making use of the data and communicating results.

Event Checklist

Three to six months before the event:

- ☐ Set your budget.
- ☐ Organize planning committee.
- ☐ Gather input.
- ☐ Divide tasks.
- ☐ Schedule planning calls, emails, or meetings.
- ☐ Identify speakers.
- ☐ Promote the event through newsletters, flyers, social media, invitations, or other marketing.
- ☐ Develop program agenda.
- ☐ Identify partner organizations.
- ☐ Plot your general timeline.
- ☐ Select the location, make necessary arrangements, and set the event date and time.
- ☐ Decide on the intended audience and the ideal number of guests.
- ☐ Secure event co-sponsor(s).
- ☐ Recruit volunteers.

Two to four weeks before the event:

- ☐ Submit advisory notices and information to local media and community event calendars.
- ☐ Prepare a checklist of necessary materials and supplies (refreshments, handouts, sign-in sheet, name tags, etc.) and begin gathering them.
- ☐ Refresh yourself on the program goals.
- ☐ Send follow-up emails to media and attendees.
- ☐ Make follow-up phone calls to media and attendees.
- ☐ Confirm the date and time of your event with the venue.

Two days before your event:

- ☐ Confirm speakers and their audiovisual needs.
- ☐ Finish gathering all necessary items, non-perishable food, and supplies.
- ☐ Draft and practice your opening remarks (if applicable to the program).
- ☐ Plan a few items for group discussion (if applicable to the program).
- ☐ Confirm final tasks with volunteers.
- ☐ Test your technology, especially if showing a video.
- ☐ Print brochures and materials for guests.

One day before your event:

- ☐ Send a second advisory notice to local daily media venues.

Two hours before your event:

- ☐ Set up and test all technology.
- ☐ Set up chairs and tables.
- ☐ Set out handouts, sign-in sheet, and pens, if applicable to the program.
- ☐ Arrange refreshments.
- ☐ Answer last-minute questions from volunteers.

Get involved with the NNLM *All of Us* Community Engagement Network

The NNLM *All of Us* Community Engagement Network is a new partnership with the National Library of Medicine and the NIH *All of Us* Research Program.

The goals of the NNLM *All of Us* Community Engagement Network are to help public libraries in supporting the health information needs of their users by providing (a) health information training for public library staff, (b) funding and other resources to support health programming and activities, and (c) connections to medical libraries and other NNLM members in their area.

The NNLM *All of Us* Community Engagement Network will also support NIH *All of Us* Research Program's community engagement activities by leveraging public libraries as community conveners where the public can find help locating information, meeting spaces, and access to technology.

Get Involved with the NNLM *All of Us* Community Engagement Network

The NNLM *All of Us* Community Engagement Network provides resources and support that can be used to support library programs and outreach related to health literacy and providing a general awareness of the *All of Us* Research Program.

To learn more about this program sponsored by the National Library of Medicine and become a network member please contact the NNLM *All of Us* Community Engagement Coordinator in your region or visit www.nlm.gov/all-of-us for more information.

Middle Atlantic Region (MAR)

Delaware, New Jersey, New York, and Pennsylvania. The Middle Atlantic Region is based in Pittsburgh, PA, at the University of Pittsburgh.

- Veronica Leigh Milliner VLM38@pitt.edu

Southeastern/Atlantic Region (SEA)

Alabama, District of Columbia, Florida, Georgia, Maryland, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, US Virgin Islands, Virginia, and West Virginia. The Southeastern / Atlantic Region is based in Baltimore, MD, at the University of Maryland.

- April Wright adwright@hshsl.umaryland.edu

Greater Midwest Region (GMR)

Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin. The Greater Midwest Region is based in Iowa City, IA, at the University of Iowa.

- Darlene Kaskie darlene-kaskie@uiowa.edu

Midcontinental Region (MCR)

Colorado, Kansas, Missouri, Nebraska, Utah, and Wyoming. The Midcontinental Region is based in Salt Lake City, UT, at the University of Utah.

- George Strawley george.strawley@utah.edu

South Central Region (SCR)

Arkansas, Louisiana, New Mexico, Oklahoma, and Texas. The South Central Region is based in Fort Worth, TX, at the University of North Texas Health Science Center.

- Rachel Tims rachel.tims@unthsc.edu

Pacific Northwest Region (PNR)

Alaska, Idaho, Montana, Oregon, and Washington. The Pacific Northwest Region is based in Seattle, WA, at the University of Washington.

- Michele Spatz mspatz@uw.edu

Pacific Southwest Region (PSR)

Arizona, California, Hawaii, Nevada, and US Territories in the Pacific Basin. The Pacific Southwest Region is based in Los Angeles, CA, at the University of California, Los Angeles.

- Kelli Ham kkham@library.ucla.edu

New England Region (NER)

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. The New England Region is based in Worcester, MA, at the University of Massachusetts Medical School.

- Catherine Martin catherine.martin@umassmed.edu

About the National Network of Libraries of Medicine

The National Network of Libraries of Medicine is the core of the National Library of Medicine's community engagement program comprising eight Regional Medical Libraries, 5 offices and over 7,000 Network members. The mission of the NNLM is to advance the progress of medicine and improve the public health by providing all U.S.

health professionals with equal access to biomedical information and improve the public's access to information to enable them to make informed decisions about their health.

NNLM's 7,000 members include representation from academic health sciences libraries, hospital, pharmaceutical and other special biomedical libraries, public libraries, information centers and community based organizations.

Contact the NNLM at www.nnlm.gov/about/contact

About the NIH All of Us Research Program

The *All of Us* Research program aims to build one of the largest, most diverse datasets of its kind for health research, with one million or more volunteers nationwide who will sign up to share their information over time (it is a 10-year program). The mission of the *All of Us* Research Program is to accelerate health research and medical breakthroughs, enabling individualized prevention, treatment, and care for all of us. The goal of the program is to help researchers understand more about why people get sick or stay healthy. By looking for patterns, researchers may learn more about what affects people's health. The program aims to reflect the diversity of America through its participants. All people living in the United States—not just citizens—will be eligible to participate.

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